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SALES MERCHANDISER

Special
April 1993
Edition



**Sales Masters
Earn Hawaiian Holiday**

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Best of the Best



The 1992 Sales Masters savor the moment. Shown with group are Jim Maguire, VP, Sales/Mkt Development, (center) and Yancey Ford, Exec. VP, Sales (3rd from left).

They came from six sales areas, twenty-three regions and thirty divisions. They came eager to claim their rightful place as charter members of The "Best of the Best", 1992 National Sales Masters. They came to enjoy the fruits of their labor on the beautiful island of Maui, Hawaii, a tropical paradise fittingly chosen to honor the Sales Masters Award recipients for 1992.

For six glorious days, February 19-25, the RJR Sales Masters and their spouses were pampered with first class luxury

accommodations for an unforgettable vacation earned through high achievement. "Best vacation I ever had," said ASR Andy Wojciechowski, of the Central Chicago, IL division, and typical of the responses to the

"When you used your creative talent to make a positive difference on the Company's performance, you earned this award."

Yancey Ford

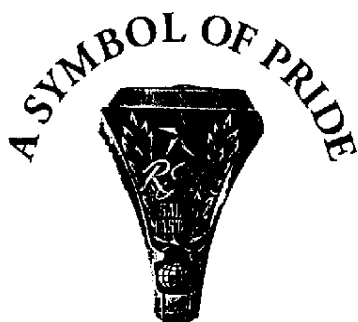
lavish amenities provided to the award recipients during the week. His wife Mary spoke for all the spouses adding "This is a real treat for us too."

The Sales Masters Award Pro-

gram, started in 1992, is just one element of the total incentive plan for the field sales force which also includes the Annual Cash Incentive (Personal Profit) and the Local Performance Award Program.

Nominees were selected by their managers, and each of the sales areas placed ten people for consideration. A selection committee made the final decision on the managers and sales representatives who would make the trip to Hawaii and earn the title of Sales Master.

On the cover: ASR Hugh Everett and wife MaryAnn, (left) together with ASR Jerry Howard and wife Bea, display their Hawaiian colors. Couple in right background are ASR Lanny Speyer and wife Christine.



While the trip was marked with a variety of special events for the Sales Masters, it was the awards night that became the most meaningful night of the week. Each Sales Master was called individually by Executive Vice-President Yancey Ford to receive a plaque of recognition and the right to be called The "Best of the Best."

"When you used your creative talent to make a positive difference on the company's performance, you earned this award," Ford told the group. "When you said yes, I'm willing to make sacrifices and take on more responsibility, you earned this award and the right to be here tonight," Ford said.

Ford spoke to the competitiveness of the Sales Masters Award when he reminded the recipients "Your presence here tonight is not a matter of luck or

late in the game that makes a Sales Master. He or she is most often the person recognized as making a conscious effort to do their very best on the job everyday.

It is precisely that kind of on-going commitment each of the 1992 Sales Masters talked about when asked what they did to merit the award. So, if becoming a Sales Master is your goal for 1993, you have the benefit of some good advice to follow.

Hugh Everett, ASR in the West Harrisburg, PA district offers this starting point: "You have to put your priorities in order. If you work hard on the important things like full price volume and market share, you're on the right track."

Still others, like CAM Jeanne Swisher of the Los Angeles Chain division put emphasis on some important intangible qualities of a Sales Master. "It's always going to be a tough decision on who earns the award," she said. "We have so many good people who will work hard regardless of the award. You don't work for a prize. You're driven by what's inside you."

But perhaps John Klein, ASR in the Providence, RI division summed it up best for would-be Sales Masters of the future with his personal insight on the effort behind the award. "I never lost sight of the possibility that I could earn this award. I worked a lot of hours, won a few local performance awards, but mostly

"I took a lot of pride in what I accomplished for the Company."
John Klein

Senior ASR James Clark of the Tupelo, MS division agreed with Everett. "Concentrate on the programs that contribute the most profits to the company. That's what I believe a Sales Master should be," Clark said. Mike Belniak, DM in the Providence, RI division said "The secret of becoming a Sales Master is taking advantage of the

I took a lot of pride in what I accomplished for the company."

This special edition of the Sales Merchandiser is dedicated to the Sales Masters for 1992, those who will proudly wear the distinctive ring reserved for The "Best of the Best." Its purpose is twofold: First, we wanted to share the experience of the first Sales Masters Award recipients with the entire sales force, their comments, and their exciting week in Hawaii as shown in the following pages. And second, to demonstrate once again that unique individual contributions are highly regarded and rewarded at RJR.

"Giving 110% everyday gets you here."
Cindy Seltzer

chance, but it's a culmination of events that took place over time... events that made you stand out among 60 nominees of remarkable talent and dedication."

While Ford's remarks were directed to the award recipients, they can certainly apply to anyone who aspires to join the ranks of the Sales Masters. For indeed, it is not the home run hitter, or the rally by an individual

opportunity to build our business."

Aside from the business aspect, the Sales Masters also stressed qualities of performance above and beyond the norm. "Those who look to become a Sales Master by putting results on a scoreboard shouldn't be here," said Cindy Seltzer, SAM in the Panama City, FL division. She added, "Giving 110% everyday gets you here."



Awards Night

A night to honor those first entitled to be called The "Best of the Best." A night to remember and to celebrate with loved ones and new friends.



(From left) ASR Hugh Everett and wife MaryAnn, DM Mike Edelmeyer and wife Pat, ASR Dom Scirrotto and wife Beth, ASR Ed Caddle and wife Sheila.



Congratulations
SAM Derek Hicks!



District Mgr. Steve Coy receives
his award from Yancey Ford.



Sharing the moment are ASR Sandee Childs
and husband Mike.



Let's Boogie!



Three Masters from NASA: ASR John Klein and wife Hillary, Senior CAM, Ray LeBrun and ASR Helen Burke.



"Way To Go Cindy!" - SAM Cindy Seltzer.



DM Steve Bremer and wife Marilyn enjoy refreshments.



"Honey I did it all for you" - SAM Kevin Satchell and wife Cathy.



Swaying to the Music

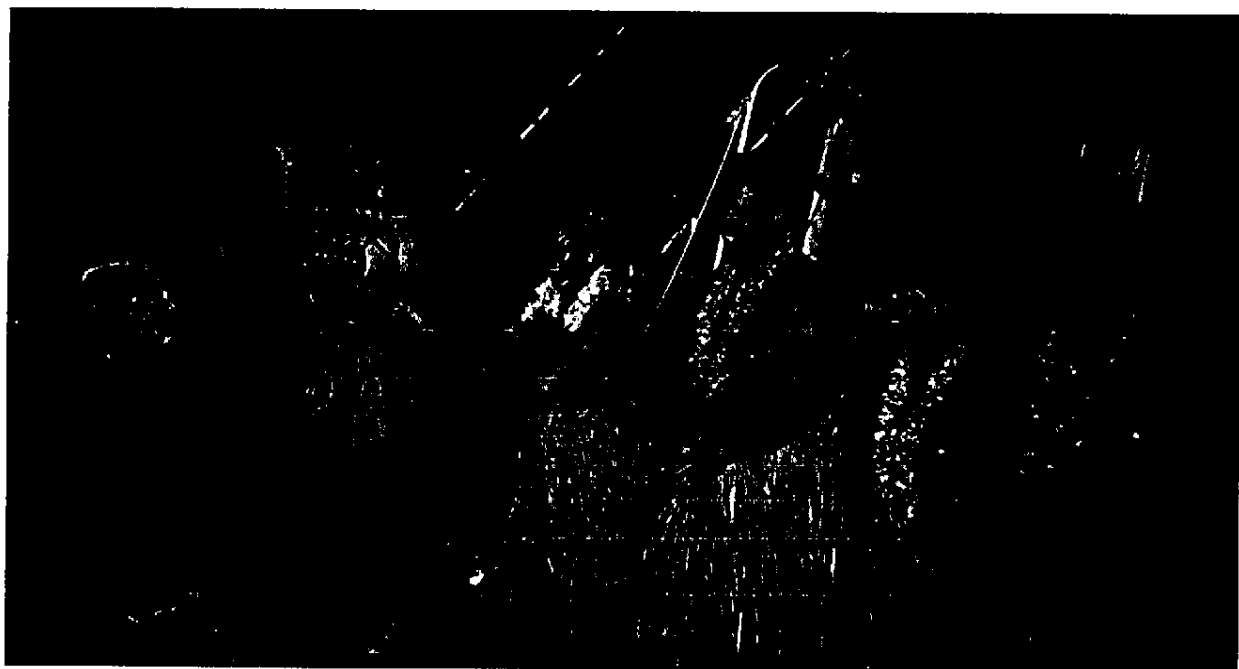
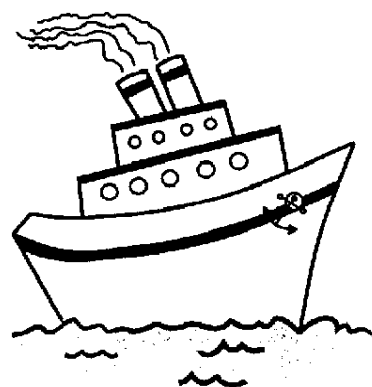


ASR Kim Sassano (left) and CAM Jeanne Swisher (right) in step with the "Big Boss".

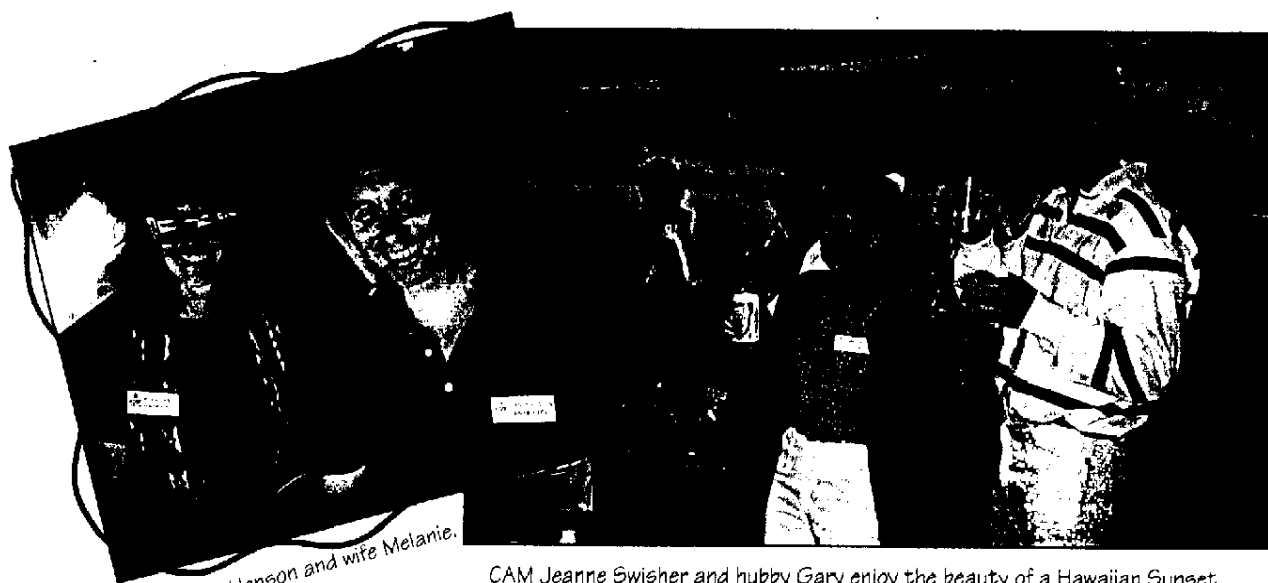
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Evening Events

A dinner cruise, a Hawaiian Whaling theme party, a luau, a quiet dinner for two and a walk along the beach. The best of times, the best of places, the "Best of the Best."



"Best of the Best" hula contest. Editor promised not to identify contestants.



ASR Randy Henson and wife Melanie.

CAM Jeanne Swisher and hubby Gary enjoy the beauty of a Hawaiian Sunset.



In foreground, DM Scott Steen, and wife Melissa, Jane Thomasson, District Mgr. Jay Girard, and wife Deborah enjoy a Hawaiian Luau.



"Getting there was half the fun"
ASR Lanny Wolfe and Trish Egan.



"Bring on the Mai Tais"



"Beauty and the Best." From left, (The Guys) ASR John Klein, DM Scott Steen, SAM Kevin Satchell, DM Mike Belniak, ASR Tom Thomasson.

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Beach Olympics

The Best hit the Beach. Sales Masters showed off their athletic and creative prowess in a variety of competitive events.



"Let the Games Begin"



"Team RJR Spirit"- See their winning cheer below.



"It's All Up to You Ray!"



"Don't give up, we're only 10 points behind."



One of four creative sand sculptures of "Old Joe" in Maui.

8 If you want to know howie...we got to Maui...Aloha Aloha...the best got to go ahi...We're the best



"We're not out of it yet!"

"A Whale of a Try" -
ASR Pratha Hill
attempts
to outdo
his opponent.



"Point me in the right direction."



"We Won, We Won!"

we beat all the rest...B-E-S-I We're the best in Hawaii...This is no joke...We'll see you in Acapulco! 9

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Bike Trek



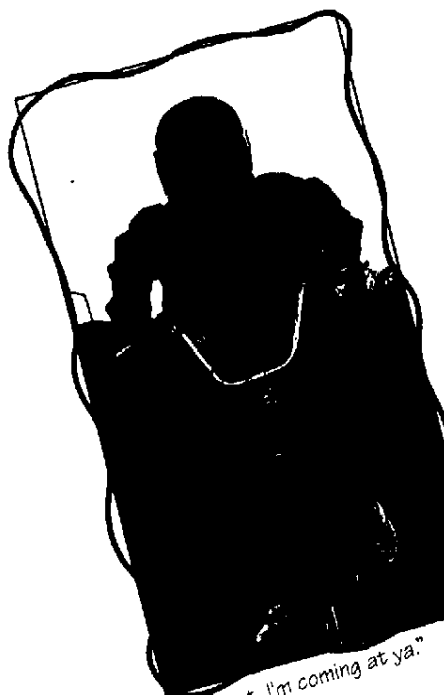
Up at 3:00 a.m. Ascend by van to the summit of Mt. Haleakala at 10,000 feet above sea level.

It's dawn, 35 degrees and the sunrise is breathtaking. Then it was all downhill, on a bike, for 38 miles...an adventure challenging the "Best of the Best."



"Early to bed, early to rise, Mt. Haleakala, quite a prize."

DM's Don Ohland (left) and Dan Rhodes at the crack of dawn.



"Look out, I'm coming at ya."



"Down we go, all in a row."

Water Sports

Snorkeling in crystal clear waters, whale watching or just sunbathing completed the perfect Hawaiian experience.



District Mgr. Jay Girard



Enjoying an afternoon in the sun are Front (L to R) SAM Cindy Seltzer, ASR Jan Poovey and husband Rick. Back (L to R) Allan King and ASR Helen Burke.



"Thar She Blows, A humpback on the horizon!"



ASR Tim Callahan

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Congratulations 1992 Sales Masters

Raymond J. LeBrun
Michael A. Belniak
Helen A. Burke
John F. Klein
Lanny T. Wolfe
Cindy L. Seltzer
Janifer J. Poovey
Edward D. Caddle, Jr.
Dominic M. Scirrotto
Michael J. Edelmayer

Scott G. Steen
Kevin C. Satchell
Thomas R. Thomasson
Sandra M. Childs
Hugh L. Everett
Steven D. Coy
Steve R. Bremer
James R. Clark, Jr.
Joseph T. Callahan
Mark J. Gross
Donald G. Ohland

Richard G. Howard
Jeanne M. Swisher
Moreland J. Speyer
Kimberly D. Sassano
Randall L. Henson
Andrew F. Wojciechowski
Pratha Hill
Jay J. Girard
Daniel K. Rhodes
Derek D. Hicks

Set Your Sights On Acapulco

Are you one of 75 people who
will become a Sales Master
in 1993?

You will be if your goal is high
enough ... if you produce
positive results by
demonstrating consistent
application of the Sales
Department Operating
Principles throughout
the year.

The RJR Sales Masters
Program provides the
incentive. You provide the
desire and results.
See you in Acapulco in 1994.

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